

# Ogdensburg Advance News

FEBRUARY 10, 1985

## WIGS Offers Live Show

GOUVERNEUR — Thursday marks the inauguration of live, full-service broadcasting on WIGS AM/FM in Gouverneur.

At 5 a.m., 'The Herb Edwards Show' will kick off the switch from automated to live programming on the stations. 'The Herb Edwards Show' will be heard from 5-9 a.m., Monday through Friday, followed by 'The Mike Stoffel Show' from 9 a.m.-3 p.m. 'The Lee Richards Show' will air from 3-7 p.m. From 7 p.m.-midnight, Rock & Roll and Oldies will be featured.

Expanded local news and sports coverage will be an integral part of WIGS' new programming. Local news will be heard at 20 minutes before and 20 minutes past each hour. Stephen Smith will present a daily ½-hour news block from noon-12:30 p.m.

The following personnel are employees of "The North Country's Favorite": Annette Farrell of Philadelphia, N.Y., salesperson; Janice Raymo of Gouverneur, Office Manager/Salesperson; Stephen Smith of Gouverneur, news director, and Mike Stoffel of Gouverneur, on-air personality.

To identify the station as "The North Country's Favorite," a new jingle package has been produced for the station by JAM Creative Productions, Dallas, Texas, which is owned by Jonathan Wolfert, a former Clarkson student, and his wife, the former Mary Lyn McGill of Antwerp, a graduate of Potsdam State. Two of the new owners of WIGS, Herb Springer and Kevin Dodge, worked on WNTC Radio in Potsdam with the Wolferts.

Herb Springer, president and general manager of WIGS, said, "Our commitment, at WIGS, is to be the most informative and entertaining radio station in the North Country."

WIGS can be heard on 1230 AM and 95.3 FM Stereo.